TELL OF RETURNING CONFIDENCE IN ALMOST ALL LINES OF

REPORTS

business man he probably would have

Continued from First Page,

"With a Presidential election on the horizon business may confidently expect a wealth of attentions—good, bad and indifferent in theory and in results; sufficient, however, to disturb and distress it. Tariff schedules will probably be patched, through the instrumentality of the tariff commission functionings of the Federal Trade Commission, and efforts will be made to replete the flat Treasury pocketbook.

"Business looks forward to the day is very high and the heavy demand for instrumental trades of the same properties."

Satisfied.

"We have the wealth to support these expensive tastes. The men who harvested the record crop of last year and who hung on to their money until the period of uncertainty had passed are getting it into circulation now. Those who deal in wear for men and women are just beginning to feel the confidence of Wall Street.

"Of course, the price of good woollens is very high and the heavy demand for instruments."

to be a pressing problem, when the freight they can haul, when general prosperity is self-evident and does not have to be behalf of the Carpet and Uphe

The country is still emerging from

been and still remains spotty, however— first strong, then weak. We have passed through a bad two years in the lumber business, but I think we have turned

In general the crops in the Southwest.

placements and renewals are an impor-

J. H. EMERY, president of Lord & Taylor, said that his own feeling of optimism regarding the business outlook was echoed in the reports made to him by hundreds of buyers coming from all

down by the merchandise managers and prices. There are many manufacturers and merchants, moreover, who have as a result the business is largely of the 'rand to mouth' variety. By that I ing their business. On the whole, the ing their business. On the whole, the mean that our customers are not stocking up. They are buying in quantities signs most clearly apparent justify an instance enough to meet the current demand.

"Now I believe that in view of present conditions this is not the right thing Journal:

"Another very serious matter is the lack of dyestuffs. Germany manufactures most of the dyes needed in this business, and we have been unable to get any from that country since last March. If this condition continues our manufacturers are going to be hard measured to respect the country to be shown to form any such temporary and unhealthy cause. We look for good business in the months to come. "What we call our country business' is steadily improving. There are evidences of a stocking up, but for the

Women's Wear:

"The shrewdest people in our lines believe that we are going to have the best kind of a business boom. When the war began and everything was in a chaotic state our careful people began to economize. Now those who economize now for the point of view of financing and from the point of view of financing and store in the world that is open for business.

"You know that men used to go to London for their clothes. Now the buyers from every country are coming."

Supported by these influences, and facting a domestic business that must perpare the force move forward, since there are practically no idle stocks of merchandise to fall back on, the textile manufacturers esses encouragement if not prosperity in the next few months."

DYESTUFFS.

Byported by these influences, and facting a domestic business that must perpare the force move forward, since there are practically no idle stocks of merchandise to fall back on, the textile manufacturers esses encouragement if not prosperity in the next few months."

DYESTUFFS.

HERMAN A. METZ. president of H. A. Metz & Co., dye manufacturers, has been pointing out for some time the point of view of the scarcity of dyestuffs and the input of the coal producers have been making record shipments, which has stimulated buying

here. Our designers are beginning to create styles of their own. Remember that the shadow of death is upon Euepigrammsd Congress. Business, I think, would infinitely rather face wars, pestilence and accidents than undergo the qualms that accompany the advent of the 435 Representatives and 96 Senators into Washington.

"With a Presidential election on the besiden business may considently expendently expendently business may considently expendently expendently

"We have the wealth to support these

is very high and the heavy demand for "Business looks forward to the day uniforms has helped to force the prices when general unemployment will cease of cloth upward, but those who are to be a pressing problem, when the rail-shrewd are laying heavy orders now to of the Carpet and Upholstery

Trade Review: "The fall trade in floor coverings is that psychological depression of which we have heard so much. The day of complete recovery is nevertheless considerably more than six months away."

CHARLES S. KEITH Central Coal and by targy shows the complete recovery is nevertheless considerably more than six months away." Coke Company, Kansas City; director of Chamber of Commerce of the United failed to realize the demands which may produce failed to realize the danger that a num-July 1 was the turning point for the ining because of a shortage of the neces-

months before the war began.

"It is upon new construction of track and structures and additions to rolling stock that our industries depend for the greater part of their business. Replacements and renewals are an impor-

for its substantial and con- to conditions and prospects are continuous prosperity that our transporta-tion systems shall be constantly ex-tres or interests a tendency to throw ink on the cloud, in others to gild the PRANK T. HULSWIT, president of the rays of promise. Much has been said, for example, of the interference with

by hundreds of buyers coming from all parts of the country.

"I think we have come to the turning point," he said, "and that we are about to see a gradual increase in business. We are doing better than last year, but confidence is slow in returning. The shock of last year has not quite disappeared. The buyers are being held down by the merchandise managers and merchants, moreover, who have be parent to all.

"While conditions are, therefore, to be considered as fairly approaching sea-

W. B. DALL, Textile Manufacturers' facturers:

conditions this is not the right thing to do. For instance, our stock of imported hosiery is low, and we aren't going to get any more if this war keeps up. One would think that the merchants, knowing that, would make such purchases now as would meet the time of scarcity.

"Another very serious matter is the lack of dyestuffs. Germany manufaction of the carried by the conditions arising from the Eupopean war. In many of its branches, however, problems have been successfully met and solved, and the next six months should be months of progress. Buyers of textiles are gaining more conditions arising from the Eupopean war. In many of its branches, so far as we know, It may be that some of our customers have used our materials in making war supplies our materials in making war supplies war business, so far as we know. It may be that some of our customers have used our materials in making will be all right. We are much better off to day than we were a year ago, and our company has handled no war business, so far as we know. It may be that some of our customers have used fully met and solved, and the next six months should be months of progress. Buyers of textiles are gaining more continued in the proposal continued in the continued in

March. If this condition continues our manufacturers are going to be hard pressed to supply the demands for goods. Still, the buying in small lots continues. It shows that precaution is being a little overdone.

"However, I am optimistic over the general outlook. With all this money pouring into the United States there is bound to be a sifting of it through business. They were hit hard in the South last year because of the cotton situation, but there is a feeling of optimism even in Texas just now. I think the gradual upward tendency already noticed is side for a number of unfortunate of unfortunate side for a number of unfortunate side for the most part the present buying is on small orders. Nevertheless our accounts show a healthy activity, and we are confident that unless some disturbing form grade for enters in we are about to see a very prosperous season."

Increase and Expectations.

JAMES H. KENNEDY. editor of the Hardware Dealers Magaz



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produce enough here to satisfy the de-

July 1 was the turning point for the year in our lumber business. The volume of business was 118 per cent. of the production for the month of July, and the consumption was 109 per cent. of the production. In the first three weeks of August the volume was 110 per cent.

It looks as if the business would finally return to normal and we expect a good fall trade. The situation has been and still reads. The situation has sent the same thing is true of dyellow the per cent.

It looks as if the business would finally return to normal and we expect a good fall trade. The situation has sent the same the price of it is high. The same thing is true of dyellow the per cent. The problem before many of our manufacturers is how to obtain these necessary raw materials. There is goods is going to be heavy, but to what a good fall trade. The situation has been and still reads. The situation has the contract prices cover overturn to normal and we expect and the price of it is high. The same thing is true of dyellow the manufacturers will be able to compete on some products real follows. There is a good fall trade. The situation has been and still reads. The situation has the first trade of the mecessary raw materials. There is goods is going to be heavy, but to what extent it can be met remains to be seen." good fall trade. The situation has extent it can be met remains to be seen." to give the German Government a posieen and still remains spotty, however—
ALPHONSUS P. HAIRE, editor of the

LUMBER TRADE.

The following statement was made

United Light and Railways Company, who is in this city, is enthusiastic over business conditions in the terrtory served by his company, Mr. Hulswit said yesterday that the jitney competition has been considerably curtailed by legislation, and owing to the restrictions their effect on the company's business was practically nil.

Business is thriving throughout Iowa, according to Mr. Hulswit, and the United Light and Railways Company, Mr. Hulswit, and the power constantly securing new lighting and power constantly securing one lighting and power constantly securing of the company.

TEXTILES, DRY GOODS.

To example, of the interference will over imports of manufactured goods, and it is true, unfortunately, that certain its true, unfortunately, tha

IRON, HARDWARE.

DEAN PARK, secretary of Hamma-cher, Schlemmer & Co., hardware manu-

"If we can keep out of war every-

is steadily improving. There are evidences of a stocking up, but for the most part the present buying is on

in Texas just now. I think the gradual upward tendency already noticed is going right on."

Best Kind of Prospects.

E. W. FAIRCHILD, publisher of the Daily Trade Record, Men's Wear and Women's Wear:

Supported by these influences, and factorises, but furnishes a foundation for large expectations in the ing a domestic business that must personal results.

"The war has its compensations, insurance in the war has its broadening the industry's export trade, engaging a fair percentage of machinery on textiles for foreign army clothing and supply, and barring successful foreign competition in the many channels opened by the low tariff. Supported by these influences, and factorises of reports from leading hardware jobbers, retailers and manufacturers located in all parts of the United States the dominant note is one of encouragement. The first haif of 1915 as compared with the closing six months of 1914 shows not only an increase of business, but furnishes a foundation for large expectations in the

in hardware and other lines. The statement of one New England manufacturer is echoed by others "For the last few weeks the orde fore encouraging than they have been

before for a long time, and we have had some promise of getting a certain export business which has perhaps gone to other countries in the past.'

"The hardware trade is in better shape to-day than it has been for a long time in the past. Unless the unforeseen occurs the trade of the coming fall will be large and profitable. The money that is coming into America will money that is coming into America will not all go to pay debts or be hoarded in saving banks. A fair portion of it will be used in buying goods for home consumption and for shop and farm replenishment; even for the purchase of what the farmer and the mechanic of a few years ago would have regarded as luminist.

A man who is in close touch with many concerns engaged in the manufacture of war munitions made the follow-ing statement, with some suggestions as to the possible effect of the present boom n munition business:

"During the last fiscal year o ports were in the neighborhood of \$27,-000,000. For the first ten months of this year they were \$20,664,839, and the crest of the buying has not yet been reached. Orders are out for which there

over there now, something that they ALPHONSUS P. HAIRE, editor of the Corset and Underwear Review:

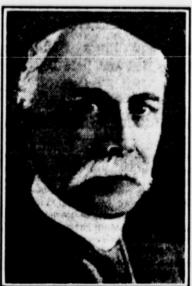
"The month of August has furnished conclusive proof that the corset business is out of the doldrums. The change from the practically topless corsets of a year ago has brought a design of the course it appears impossible of the course it appears impossibl have always relied on us to do. What will Europe do with the vast quantities

change from the practically topiess corsets of a year ago has brought a demand from every section of the county will be smaller than last year's abnormal crops, but in the whole Southwest the total will be larger.

RAILWAY EQUIPMENT.

GEORGE A. POST, president of the Railway Business Associaton:

"The war affects the railway equipment and supply industries in more than a supply industries in more than one way. Some of the plants adaptable to production of munitions are busy where they were not burdened with orders from our railroads a year ago, but the number of such nonterior are one way. There are other factors in addition but the number of such nonterior are not to the year of the number of the number of such nonterior are one way. There are other factors in addition but the number of such nonterior are not to the plants and aptable to production of munitions are busy where they were not burdened with orders from our railroads a year ago, but in the number of such nonterior and the number of such nonterior are of the household of the manufacturers are nother factors in addition to the number of such nonterior are other factors in addition but the number of such nonterior are of the plants along the number of such nonterior are other factors in addition the number of such nonterior are other factors in addition the number of such nonterior are other factors in addition the number of such nonterior are other factors in addition the number of such nonterior are other factors in addition the number of such nonterior are other factors in addition the number of such nonterior are of the plants is a continuation of the number of the number of such nonterior and the recipient and the counter of the total time such accounts in the counter of the total time of the counter of the cou



neadway in getting the ocean carriers that must be controlled at home to give us any free hand in foreign markets. The development of new lines of manufacture to make us independent of cus-tomary European sources of supply has

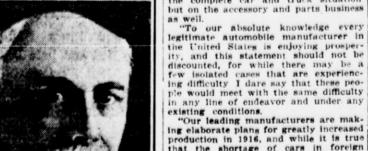
00 crop* year and the railroad buying tinued prosperity in iron and steel. greatly troubled over the fact.

ers have got to face so far as domestic supplies are concerned and what little relief there is in sight, notwithstanding the efforts of manufacturers to alleviate conditions."

The supplies are concerned and what little of a sudden ending of the war.

"We have the same inadequate tariff of one year ago and it is quite certain in a majority of eases the second hand cars and that German steel, travelling on the line car is bought to practise on, the intentional cars in the property of the same inadequate tariff of the war.

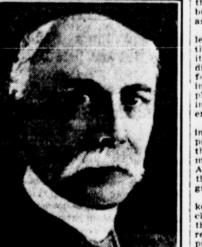
"Dealers tell me that there is a big demand for second hand cars and that in a majority of eases the second hand car is bought to practise on, the intention of the war. a contingency does not enter into the steel trade's reckoning for this year. dotted with wayside taverns, far from the raiff is overhauled, as it must give them the atmosphere of the old



"But the preponderance of favorable indications in the outlook is plain. The ending of the war would still leave many important foreign contracts for munitions to be executed here. Some of these cover two years or more. Our own Government's army and navy programme will mean the expenditure of several hundred million dollars. A \$10,000,000,-

buying for 1916 could easily be enough with all else to give the steel trade as

AUTOMOBILES.



William H. Douglas.

Weekly Drug Markets, the weekly market edition of the Pharmaccutical for home Era, says regarding conditions in the marked increase in inquiries from South drug trade:

American buyers." drug trade: "Any conclusion that may be reached

attempting to prognosticate the probbeen a subject of easy boasting, yet the permanently established industries of this winter must be more or less problematical. Many facts are in evidence, however, which strongly confirm the William Skinner & Sons, silk manufaction belief that in most lines carried by the turers: average pharmacist there are prospects!

THE DRUG TRADE.

ions precipitated by the European war is in progress, and in the realignment an impetus has been given to many enterprises which formerly did not extend the country it is very is not up to normal." ist in this country or which have been more or less quiescent under the overshadowing cloud of foreign competi-

"The cessation of manufacturing in the countries at war and the demand for American pharmaceuticals and chemicals have not been without effect upon our manufacturers, who have been

"We believe there is throughout the

"To our absolute knowledge every legitimate automobile manufacturer in the United States is enjoying prosperting to the United States is enjoying to the United States in the United States is enjoying to the United States in the United druggists learned the lesson taught by a druggists learned the lesson taught by not likely that production will increase speculative buying, so that in recent very much, if any, over 1914. The convergence of the limit of the lesson taught by not likely that production will increase the limit of the lesson taught by not likely that production will increase the limit of the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will increase the lesson taught by not likely that production will be not likely the lesson taught by not likely the likely ited practically to their actual wants, and these, with their stocks in hand, have carried them through to the pres-

ing elaborate plans for greatly increased production in 1916, and while it is true that the shortage of cars in foreign markets has opened a new field for throughout the country are tall the present demand in this country that the present demand in this country the present demand in this country the present demand in this country that the present demand in this country the market rightly, greater act the market rightly. "But if we interpret the appearance of the market rightly, greater activity is noted in this direction. The druggists throughout the country are taking in more money and their general business the present demand in this country greatly exceeds the supply.

"We who live in the industry and keep a hold on its pulse cannot see a cloud on the horizon; all are agreed strongly in evidence throughout the prosperous industry for several years."

This confidence in the future is strongly in evidence throughout the prosperous industry for several years.

that our baby industry has at last reached normal, and will continue to progress hand in hand with the other great industries developed during the business, aside from 'war orders,' report | "Reflecting the general business de a steady increase of sales, indicating pression which started three years ago that other countries which heretofore depended largely on Germany for the bulk of their drug supplies are now buying in the United States, while domestic production is rapidly adjusting public following the general retrenchitself to meet the increased demands ment has occasioned a decrease in the

RAYMOND SKINNER CLARKE of

SILK.

"Everything points to a good season for a commercial advance the like of which has not been experienced for in the silk business. From now until November we expect the placing of "Trading activities in all parts of the country are reported on the increase and there is confirmatory evidence that manufacturers are endeavoring to supmanufacturers are endeavoring to supply not only goods which heretofore were manufactured here, but also many of the products which were formerly imported.

New York our orders are very good, and the millinery trade. The millinery business and the outlook is very encouraging, is largely dependent upon the fashion which is more than we could have said and the weather whether or not it is at this time last year. In general businesses "A general readjustment of the condi-ons precipitated by the European war."

CEMENT INDUSTRY.

the complete car and truck situation but on the accessory and parts business taining them.

great worry over the possibility of obtaining them.

\$1.58. There is general complaint that the present prices there is little de at the present prices there is little de-mand, but it is hoped that fall building

BUSINESS

different parts of the country, but it stantly increasing quantities of cemen-going into agricultural work of all kind-has saved the industry from the demonalization that has come to so many oth ers during the past year."

AMERICAN HATS.

and perhaps 1915 will go down in tory as the poorest business year the

There is a volume of business.

"This trade is affected solely by the general business situation, and with the prospect of immediate and steadily increasing improvement in business con-ditions throughout the country, it is confidently feit that the tide is turnng and that a period of greater activity in the industry will again place the hat trade on a prosperous basis."

FREDERICK BODE, Gage Bros. & Co., manufacturers and importers of millinery; member of Chamber of Commerce of the United States:

"The business prosperity in this influence the sale more than a general prosperity, the consumption is for a better class of goods, and consequently the volume is larger because of

which are favorable, and then again from other sections that are discourag-ing. We feel, however, that business FREDERICK F. LINCOLN, Eastern will be decidedly better during Senanager of the Concrete-Cement Age tember, October and November than it was last year, for now we are not in This desired participant and apply industries in more than one say. Some of the plant adaptates of says. Some of the plant

NEAL OF NAVY

This thrilling story of the sea will grip you with its saliently heroic characters-its portrayals of the manliness, loyalty and enthusiasm of the men in Uncle Sam's Navy and the romance of the gold mines on the lost Island of Cinnabar. Characters and scenes range from New York Harbor to the Spanish Main and back-start reading it Monday and you will anxiously await every succeeding chapter of this serial.

By the successful novelist, author of "The Red Mouse," a trained reporter and widely informed student of the sea,

WILLIAM HAMILTON OSBORNE

begins in the

EVENING SUN THIS EVENING

excess of last year. "Conversely, too much may have been claimed for our shipments of war material as a factor in prosperity; too much made of our new export outlets, which are still to be developed. That the balance is swinging in the direction of encouragement, however, should be parted to all. "Even a larger activity in the coming spring is wholly problematical and largely or almost entirely dependent on lintervening events, not the least of which will be the condition of the building loan market. "Even a larger activity in the coming spring is wholly problematical and largely on almost entirely dependent on lintervening events, not the least of which will be the condition of the building loan market. The SCENIC ATTRACTIONS

Colorado Rockies, Denver, Colorado Springs, Ogden Canyon, Great Salt Lake, Wasatch Mountains, Mount Nebo, Sierra Nevada Mountains, Rainbow Canyon, Picture Rock, the Palisades, Mohave Canyon, Cajon Pass, San Bernardino Mountains, with their Valley-of-Nile fertility and beauty; Arrow Head Mountains, the mountain of mystery, with its prodigious symbol of grey granite and white quartz, 1,375 feet high, 449 feet wide, covering 7½ acres, and immediately beneath it the 36 hot springs; Redlands, embowered in orange groves; Riverside, with its Mount Rubidoux, the mecca of thousands. This is just a few of the delights of the trip on the Los Angeles Limited or the Pacific Limited. The Los Angeles Limited leaves Chicago daily at 10 p. m. from the Chicago & North Western Terminal. Pacific Limited leaves Chicago daily at 10:45 a. m. from Union Station, via Chicago, Milwaukee & St. Paul.

Direct to Los Angeles, the Gateway to Both Expositions

This line has more automatic electric block safety signals than any other line, Chicago to Los Angeles. Travel this route and see, without any additional railroad fare, Omaha, Denver, Colorado Springs, Ogden, (Ogden Canyon) and Salt Lake City. For slight additional expe Estes Park, Rocky Mountain, Yellowstone and Yosemite National Parks. For complete information concerning this trip, fill out coupon and mail today.

